



TV 1- Acting for commercials.
(Ages 13 +)

*****Objective:** *Learn the basic techniques in acting and commercial work. Improve memorization and confidence in front of people and camera. Develop skills for auditioning with agents and casting directors.*

*****Week 1** *Knowing the audition / the business of acting: slating, character type, copy, sides, audition process, agents, managers, unions, self promotion.*

*****Week 2** *The technique: breakdown the text, finding clues, choices, nine layers", scenes, adjustments, energy.*

*****Week 3** *Copy breakdown/ Preparation: text, directors notes, video, storyboard, technique in practice and on camera auditions.*

*****Week 4** *Dialogue copy: warm up, copy breakdown, physical choices, rehearsal, working it out, making it real and making adjustments.*

*****Week 5** *One liners/ taglines: warm up, scene breakdown, physical choices and pantomime and the fast take.*

*****Week 6** *Pantomime/ improvisation: what is improvisation? Physical choices of pantomime and putting yourself in character.*

*****Week 7** *Spokesperson/ infomercials: copy breakdown, camera as your scene partner, the art of selling, making it real and making adjustments.*

*****Week 8** *Marketing tools/ agent representation: headshot, resume, reel, postcards, cover letters, general submissions, auditions, referrals, casting director submissions and casting opportunity submissions.*

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*****Week 9** *Call backs/ casting director auditions: the call, before the audition, warm ups, the waiting room, the greeting, the audition, follow up, mock audition and casting your commercial.*

*****Week 10** *Final audition/ performances/ tests: copy, audition scenario, final audition evaluation form, scoring and questions and answers.*